

CONTACT

Instructor: Michael Hofmann
Contact Email: Canvas Mail
Office Hours: 1 hour per week (day/time TBA) or by appointment via Zoom
Class Location: ARCH0120

DESCRIPTION & OBJECTIVES

This 3-credit course explores the aesthetic, technical, and conceptual practices of image making with digital media within the context of contemporary art. Students will examine how to perceive, iterate, communicate, and create compelling digital images with an emphasis on the exploratory, experimental, and conceptual.

Course topics are addressed through lectures, demos, exercises, projects, readings, and student presentations. Students are evaluated based on contributions to class discussion, process work, presentations, critiques, and aesthetic, technical, and conceptual development in their digital image making art practices. Software explored includes Adobe Photoshop, Illustrator, and XD.

Through in-class and formal assignments and projects students will:

- Explore digital imaging concepts of composition, aesthetics, and conceptual ideation
- Digital image capture, creation, and edit fundamentals
- Create work utilizing software basics of Photoshop, Illustrator, and XD
- Research methods to inform visual art-making process and practice
- Document work development and process iterations electronically
- Develop visual literacy and critical thinking skills through participating in critiques
- Learn about contemporary artists who work with conceptual ideas as part of their practice

TEXTBOOKS AND MATERIALS

All required texts will be available on Canvas. Additional resources will be listed on individual project sheets to check out from the library if desired. **Students are required to register with LinkedIn Learning and have access to reliable internet, computer, and the Adobe Creative Cloud.**

Note: The Adobe Creative applications require up-to-date computer hardware and software.

Please refer to this link to ensure that you have access to the minimum technical specifications for your computer: <https://helpx.adobe.com/photoshop/system-requirements.html>

***A media storage device such as a solid state drive is also required for class projects and work.

LINKED-IN LEARNING TUTORIALS

<https://elearning.ufl.edu/supported-services/linkedin-learning/>

COURSE STRUCTURE

This course consists of lectures, demos, in-class exercises, readings/research, written responses, projects, and critiques. Students should expect to work a minimum of 5 hours weekly beyond class time. Weekly content is laid out in the Assignments section of Canvas with the weekly expectations. Activities and projects to turn in are also located in the Assignments section of Canvas. Responses to readings and lectures are in the Discussions section. Projects will be available in the Assignments section and will focus on learning specific techniques and software while developing your nuanced conceptual ideas and imaging strategies.

METHOD OF INSTRUCTION

This course will consist of class instruction and feature days for projects and homework where students are able to work on projects; a tentative schedule to specify which days are scheduled to be studio workdays. On studio workdays, students are required to upload assignments and process work and/or multiple progress images and documentation to Canvas that are due by the end of the class period and which count for completed assignment work and attendance documentation.

Projects

1. Tropisms — Composite imaging, Adobe Photoshop
2. Sensation vs Monument — Adobe Photoshop and Illustrator
3. Unconscious vs Human and Machines — Adobe XD and Web

Critique

A core objective of this course is practicing the art of critique; at the end of each project there will be a formal critique. You are required to submit your project and artist statement on Canvas by 2:00 pm the day of critique. Critiques will provide an opportunity to use imaging vocabulary, recognize opportunities for improvement, and develop effective imaging strategies. You will learn how to offer articulate explanations for your choices. Equally important is your ability to give constructive responses for your peers' work. **It is a requirement of this course that you participate fully in these group conversations.** Because of the collective aspect of the critique, it is mandatory that you are present. A portion of your grade will come from your contributions in critique. Everyone is expected to talk and participate during critique.

GRADING

Projects	60%
Discussion + artist research + process work + in class exercises	30%
Attendance/ Participation	10%

All projects will be graded via assignments on Canvas and will be available to see in Canvas as well as the due date. Late assignments are **not** generally accepted unless there is there is valid documented medical excuse. Projects will **not** be accepted after the due date without prior permission. Participation includes contributing to small-group and whole-class critiques and attentiveness and respect towards all fellow classmates as well as attendance.

A	100-94	A-	93-90		
B+	89-87	B	86-83	B-	82-80
C+	79-77	C	76-73	C-	72-70
D+	69-67	D	66-63	D-	62-60
F	59-0				

See catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx for additional information on UF grading policies.

ATTENDANCE POLICY

Attendance for in-person class periods is determined by your presence, discussions, and relevant uploaded assignments, in-progress work, and final projects and crits. On workdays, your attendance is recorded and by turning in assignments and in progress images by the end of the class period. Attendance is recorded at the beginning of each class, and at the end of each workday class. Students are expected to arrive on time and be prepared to participate in all activities. Your participation is important and interactions with your peers and the instructor will empower you toward greater achievements within the course.

Students must be present for the final critiques in order to receive credit for their final crit projects. Registered students who do not attend at least one of the first two class meetings for the course, and who have not contacted the department to indicate their intent, may be dropped from the course. Also, if a student has more than five unexcused absences the student's grade is decreased a full letter grade. Requirements for class attendance and assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/UGRD/academicregulations/> attendance-

policies/

PARTICIPATION + CLASS COMMUNITY EXPECTATIONS

Our class environment is intended to be a supportive and generative class community. Therefore, we should all expect that each student interaction with each other, whether online or in person, is respectful of each other's work and each other. There may be some challenging discussions that arise in response to readings, artist lectures, or student project topics, and I hope that through engaging in meaningful dialogue we can foster better understanding of various perspectives we are working to understand. If there is anything I or another classmate says or does that does not uphold these standards please bring it to my attention so that we may address the concern and learn from one another.

CLASS ANNOUNCEMENTS

Class announcements detailing content requirements, schedule changes, reminders of due dates, special events, and other class information will be available to you through Canvas Announcements and email. It is imperative that you check your Canvas inbox and UF email regularly as to not miss important announcements or information.

RECORDING POLICY

Sound or visual recordings may not be made during class time except in particular circumstances as defined by the university. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Code. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services.

STUDENT CONDUCT AND HONESTY CODES

Students are expected to abide by the UF Academic Honesty Policy, which defines an academic honesty offense as "the act of lying, cheating, or stealing academic information so that one gains academic

advantage.” In the context of this class, this includes properly citing sources for any materials (both printed and online) used in completing course assignments. [sccr.dso.ufl.edu/ students/student-conduct-code/](http://sccr.dso.ufl.edu/students/student-conduct-code/)

STUDENTS WITH DISABILITIES

Individuals with disabilities must register with the Office for Students with Disabilities and submit to this instructor the memorandum from that office concerning necessary accommodations. Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester. ADA office is located in Room 232 Stadium (phone: 392-7056). All course materials are available in alternative format upon request. UF Disabilities Resource Center drc.dso.ufl.edu/

COUNSELING SERVICES

The Counseling and Wellness Center counseling.ufl.edu/cwc/ provides counseling and consultation services to currently enrolled undergraduate and graduate students and their spouses/ partners. The Center offers brief counseling and therapy to help students confront personal, academic, and career concerns. The primary goal of counseling is to help students develop the personal awareness and skills necessary to overcome problems and to grow and develop in ways that will allow them to take advantage of the educational opportunities at the university.

The Counseling and Wellness Center

P301 Peabody Hall (352) 392-1575 Monday – Friday: 8 am – 5 pm U Matter

We Care umatter.ufl.edu/

If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392-1575 so that a team member can reach out to the student.

University Police Department (352) 392-1111 or 9-1-1 for emergencies

Sexual Assault Recovery Services (SARS), Student Health Care Center, (352) 392-1161

INSTRUCTOR EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.ua.ufl.edu/students/.

Students will be notified when the evaluation period opens, and can complete evaluations through the email

they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/.
Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

STUDENT WORK DOCUMENTATION

As a part of the instructor's teaching portfolio development, any student work could be included in future portfolios unless indicated otherwise by the student. All work will be properly cited as work made by that particular student unless indicated otherwise by the student. For more information on this policy or a description of teaching portfolio structure and usage, please see the instructor. Students may indicate they would not like their work included at any point during or after the semester through electronic modes of communication such as canvas mail.

COURSE COMMUNICATIONS

Students can communicate directly with the instructor regarding the course and course material through the course management system (CANVAS) using "Canvas Mail".

COURSE TECHNOLOGY SUPPORT

The Technology Support Center provides computer support for students who access Zoom, lecture recordings, student equipment, facilities, and other technology-based resources. For computer assistance related to Zoom, lecture recordings, student equipment, and facilities request please submit a Help Ticket. For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu

COVID-19

If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Wearing face coverings are encouraged and welcome. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.

COURSE SCHEDULE

WEEK	Subject	Assignments Due
Week 1	Introduction to class, project 1, artists, and concept	
	Discussion questions, readings, and posts	<ul style="list-style-type: none"> • Progress images and other documentations • Project 1 Tropisms Discussion Post
Week 2	Discussion of readings on Tropisms, lecture, Photoshop	
	Progressing on process Project 1 and Photoshop work	<ul style="list-style-type: none"> • Progress image or images and process documentation • Project 1- Demo • Process Work Part 1
Week 3	Discussions in groups	<ul style="list-style-type: none"> • Process Work Project 1 Part 2
	Reviews of demo	
	Small groups will critique in- progress work	<ul style="list-style-type: none"> • Project 1 Rough Draft
Week 4	Progress on process Project 1 and Photoshop work	<ul style="list-style-type: none"> • Progress images and documentations
	Discussion of reading, lecture response	
Week 5	Progress on process Project 1 and Photoshop work	<ul style="list-style-type: none"> • Progress images and documentations
	CRIT Project 1 Tropisms	<ul style="list-style-type: none"> • Project 1 – Tropisms – Composite Photoshop Project + Artist statement
Week 6	Intro Project 2 - Sensation and Monument, Artists, concepts	

	Progress on process Project 2	<ul style="list-style-type: none"> • Progress images and documentations • Project 2 Readings and Discussions
Week 7	Discussion of reading, Project 2 reviews	<ul style="list-style-type: none"> • Process Work Project 2 Part 1
	Progress on process Project 2 Photoshop and Illustrator	<ul style="list-style-type: none"> • Progress images and documentations, • Project 2 Illustrator demo
Week 8	Discussions and reviews	<ul style="list-style-type: none"> • Process Work Project 2 Part 2
	Group or breakout groups in process draft	<ul style="list-style-type: none"> • Project 2 Rough Draft
Week 9	Progress on process Project 2 Photoshop and Illustrator	<ul style="list-style-type: none"> • Progress images and documentations
	Discussions and reviews for Project 2	
Week 10	Progress on process Project 2 Photoshop and Illustrator	<ul style="list-style-type: none"> • Progress images and documentations
	CRIT Project 2 – Sensation + Monument	<ul style="list-style-type: none"> • Project 2 – Photoshop and Illustrator • Project 2 + Artist Statement
Week 11	Project 3 Intro and reviews Artists, concepts	
	Progress on process Project 3	<ul style="list-style-type: none"> • Progress images and documentations • Project 3 Readings and Discussion • Progress Work Project 3 Part 1
Week 12	Discussions, recap, and Xd demos	<ul style="list-style-type: none"> • Project 3 XD Demo
	Progress on process Project 3 and Adobe XD	<ul style="list-style-type: none"> • Progress images and documentations

	Demo day, check in project ideas and demos	<ul style="list-style-type: none"> Process Work Project 3 Part 2
Week 13	Small groups will critique in-progress work	<ul style="list-style-type: none"> Rough Draft due for in process reviews
	Progress on process Project 3 and Adobe XD	<ul style="list-style-type: none"> Progress images and documentations
Week 14	Discussions and reviews for Project 3	
	Progress on process Project 3 and Adobe XD	<ul style="list-style-type: none"> Progress images and documentations
Week 15/16	CRIT Project 3	<ul style="list-style-type: none"> Project 3 - XD project + Artist Statement

***A note on this syllabus and schedule**

This syllabus and schedule is only a guide, and it is subject to change. Also, note that the Finals period may be used for classes that get moved due to weather related incidents or other university closures. All changes to the syllabus and schedule will be communicated in class, through Canvas email, and/or on Canvas via an updated syllabus, schedule, and/or announcements. Any deadlines that are affected will be noted and adjusted as well. If you have any questions please contact the professor.